

**REMARKS/ARGUMENTS**

**Claim Rejections Under 35 U.S.C. § 102**

The Examiner rejected claims 1-3, 5-9, and 15-18 under 35 U.S.C. § 102 (b) as being anticipated by U.S. Patent No. 6,021,306 to McTaggart ("McTaggart"). As required by §102, McTaggart does not recite all of the elements of amended claim 1. For example, McTaggart does not disclose self-contained electronic graphical information displaying means or an electronic image display membrane, as recited in amended claim 1. The only electronic portion of McTaggart is displaying a light that shines through the page of a book, illuminating certain portions of animals, numbers, or letters. The present invention claims the display of electronic graphical information.

With respect to claim 3, McTaggart does not show the control circuitry affixed to the binding. The binding in McTaggart is labeled as 140, and the examiner is using reference number 160 as the control circuitry. As can be clearly seen in Figure 1, the electronic circuitry 160 is located in the head portion 150, not in the binding 140.

With respect to amended claim 7, McTaggart does not disclose preprogramming the electronic information storage means with at least one electronic graphical image, as recited in amended claim 7. McTaggart has no electronic image of any kind. There is also no reference in McTaggart to the preprogramming of images.

With respect to amended claim 9, McTaggart does not disclose an electronic image display device as recited in amended claim 9. Also, McTaggart fails to disclose the electronic display device, circuitry, and power cell contained within one housing, wherein the apparatus is selectively removable when attached to an associated device, as recited in amended claim 9. The McTaggart device is not contained within one housing, and clearly is not designed to selectively

removable, as is the present invention. Also, the substrate 121 and visual display device 125 are clearly not capable of displaying an electronic image, as recited in amended claim 9.

With respect to claim 15, McTaggart does not disclose electronic graphical information displaying means or an electronic image display device, as recited in amended claim 15. The only electronic portion of McTaggart is displaying a light that shines through the page of a book, illuminating certain portions of animals, numbers, or letters. The present invention claims the display of electronic graphical information. Also, the substrate 121 and visual display device 125 are clearly not capable of displaying an electronic image, as recited in amended claim 9.

With respect to claim 17, McTaggart does not disclose a device that is selectively removable. Removing the substrate 121 and/or visual display device 125 would render the McTaggart device inoperable and useless.

#### **Claim Rejections Under 35 U.S.C. § 103**

The Examiner rejects claim 4 under 35 U.S.C. §103(a) as being unpatentable over McTaggart in view of U.S. Patent No. 6,788,283 to Blotky ("Blotky"). Since the undersigned believes claim 1 to be in condition for allowance, the undersigned requests removal of the rejection of claim 4.

The Examiner rejects claims 10-14 under 35 U.S.C. §103(a) as being unpatentable over McTaggart in view of U.S. Patent No. 6,763,995 to Song ("Song"). With respect to claims 10-14, the undersigned believes that claim 9 is in condition for allowance, and therefore requests removal of the rejection of claims 10-14. With respect to amended claim 14, neither reference discloses or teaches the control circuitry being programmed to, at predetermined intervals,

transmit audio signals or video images. Neither reference is capable of transmitting video images of any kind.

Overall, with respect to all of the claims, none of the references cited teach a self-contained electronic graphical information display device that is capable of displaying electronic images, and is capable of being removed from its location and still remain operable after removal.

New claims 19-26 have been added to the application.

Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

Respectfully submitted,

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July 24, 2006  
Date



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